

Outstanding Premium Brand Retail Presentation

Premium Brands With A Premium Look!

1. New Headers, Strips, Back Headers and Change Mats In June, the Premium Brand Headers, Strips and Back Headers should be upgraded to the new metallic headers, strips and back headers. The lead brand Change Mat should be placed at the register. These new items will be in the PBSS 6 and 9-wide Pack Kits.

NOTE: Upgrade for Regions 2-5 scheduled for June 1996. Region 1 upgrade scheduled for August 1996.



6-Wide Display



9-Wide Display



2. Display During Premium Brand Summer Special During PBSS, the header frame should be turned around so the single-brand header card is facing front. The promotional header card should be placed over the single-brand header card to communicate the reduced price. The multi-header card in the 6 and 9-Wide Pack Kits should be used during the promotional period.

3. On-Going Presentation for the Premium Brand Display At the end of PBSS, the promotional header card should be removed to reveal the single-brand header card. The header frame should be turned back to its front, 3-brand facing. The lead brand change mat should remain near the register.

NOTE: If these tasks cannot be performed by a PM employee, please explain the procedure to the retailer.

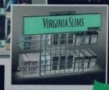
Front 9-Wide Display



Front 6-Wide Display



Back 9-Wide Display



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